43350-1

# Home Appliance *NewsLine*

An AHAM Bulletin to Editors

FOR IMMEDIATE RELEASE
February 26, 1990

CONTACT: Mary Gillespie
312/984-5822
Craig Schulz
312/984-5825

## THIRD BEST JANUARY
## FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- Major home appliance shipments are off to a slower start in 1990, but exhibited surprising strength in several key product areas, reports the Association of Home Appliance Manufacturers (AHAM).

While half the product categories exceeded their year-ago levels, overall shipments of 3.8 million units declined by 4.6 percent for the month. Strong shipment levels, however, for such core products as refrigerators, ranges and home laundry appliances increased by 4.0 percent over their year-ago levels.

Shipments of these products -- the bulk of the major appliance business -- totaled: nearly 1.1 million home laundry appliances; 469,700 refrigerators; 308,200 dishwashers; 233,500 electric ranges; and 184,700 gas ranges.

The decline in total January shipments was due, in large part, to these reasons.

* Demand for microwave ovens decreased in January, the fourth such monthly loss in a row, because of the increasing penetration of the market. Over three-fourths of all U.S. homes now own at least one microwave oven. January shipments decreased 18.0 percent to 822,100 units.

(MORE)

* January room air conditioner shipments of 259,400 units, high for the month by historical measure, paled in comparison to the previous January level which was inflated by robust demand for inventory after the '88 heatwave. Room air conditioner shipments decreased 26.7 percent.
* Sluggishness in new home construction figured prominently into the shipment decrease of kitchen clean-up products, appliances closely tied to new housing starts. Altogether, January shipments of dishwashers, disposers and compactors were down by 6.5 percent to 687,700 units.

# # #

## MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
January, 1990

| | JANUARY 1990 | JANUARY 1989 | % Change |
|---|---|---|---|
| ALL MAJOR APPLIANCES** | 3,859.3 | 4,044.1 | -4.6% |
| COOKING - TOTAL | 1,228.5 | 1,390.2 | -11.6% |
| ELECTRIC RANGES - TOTAL | 233.5 | 244.2 | -4.4% |
| Free Standing | 176.9 | 192.6 | -8.2% |
| Built-in | 56.5 | 51.6 | 9.5% |
| GAS RANGES - TOTAL | 184.7 | 158.1 | 16.8% |
| Free Standing | 174.7 | 149.4 | 16.9% |
| Built-in | 10.0 | 8.6 | 16.3% |
| MICROWAVE OVENS/RANGES*** | 822.1 | 1,002.0 | -18.0% |
| HOME LAUNDRY - TOTAL | 1,071.7 | 987.5 | 8.5% |
| AUTOMATIC WASHERS | 610.7 | 552.6 | 10.5% |
| DRYERS - TOTAL | 461.0 | 434.9 | 6.0% |
| Electric | 351.4 | 338.6 | 3.8% |
| Gas | 109.5 | 96.3 | 13.7% |
| KITCHEN CLEAN UP - TOTAL | 687.7 | 735.7 | -6.5% |
| DISPOSERS | 361.7 | 391.2 | -7.5% |
| DISHWASHERS - TOTAL | 308.2 | 325.1 | -5.2% |
| Built-in | 286.7 | 301.4 | -4.9% |
| Portable | 21.5 | 23.7 | -9.3% |
| COMPACTORS | 17.8 | 19.4 | -8.2% |
| FOOD PRESERVATION - TOTAL | 569.2 | 553.6 | 2.8% |
| REFRIGERATORS | 469.7 | 465.0 | 1.0% |
| FREEZERS - TOTAL | 99.4 | 88.6 | 12.2% |
| Chest | 50.7 | 45.3 | 11.9% |
| Upright | 48.7 | 43.4 | 12.2% |
| HOME COMFORT - TOTAL | 302.3 | 377.1 | -19.8% |
| ROOM AIR CONDITIONERS | 259.4 | 353.9 | -26.7% |
| DEHUMIDIFIERS | 42.9 | 23.2 | 84.9% |

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

#3350-1

# Home Appliance *NewsLine*

An AHAM Bulletin to Editors

FOR IMMEDIATE RELEASE
February 26, 1990

CONTACT: Mary Gillespie
312/984-5822
Craig Schulz
312/984-5825

## SLIGHT DECLINE IN '90 & '91

## FOR MAJOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry forecasts slight reductions in shipments this year and next from the 1989 level of 48.7 million units, reports the Association of Home Appliance Manufacturers (AHAM).

Shipments in 1990 are expected to decline by 1.2 percent from last year's level to 48.2 million units. A further 0.2 percent shipment decline is expected in 1991 to 48.1 million units.

To an industry that achieved a record 49.9 million units in 1987, 49.3 million units in 1988 and a third-best shipment last year, these projected declines are considered mild.

1990 and 1991 will rank as the fourth and fifth best years in history for major home appliance shipments if the industry achieves its current forecast.

# # #

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312 984 5800 FAX 312 984 5823
GOVERNMENT RELATIONS 200 DAINGERFIELD ROAD
ALEXANDRIA, VIRGINIA 22314
703 549-8822 FAX 703-836-5719

# TRENDS AND FORECASTS
## INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

| PRODUCT | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 | 1990** | 1991*** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cooking - Total** | 7,456 | 8,005 | 7,303 | 10,051 | 13,717 | 15,635 | 17,518 | 17,915 | 16,237 | 15,651 | 15,919 | 15,456 |
| ELECTRIC RANGES - TOTAL | 2,530 | 2,328 | 2,036 | 2,754 | 3,074 | 3,142 | 3,318 | 3,346 | 3,202 | 3,049 | 3,086 | 3,165 |
| Free Standing | 1,975 | 1,829 | 1,619 | 2,190 | 2,496 | 2,568 | 2,721 | 2,691 | 2,566 | 2,401 | 2,461 | 2,532 |
| Built-In | 555 | 498 | 417 | 563 | 577 | 574 | 598 | 655 | 635 | 648 | 625 | 633 |
| GAS RANGES - TOTAL | 1,539 | 1,496 | 1,368 | 1,573 | 1,732 | 1,814 | 1,940 | 2,143 | 2,227 | 2,167 | 2,108 | 2,159 |
| Free-Standing# | 1,437 | 1,401 | 1,289 | 1,477 | 1,626 | 1,694 | 1,826 | 2,022 | 2,101 | 2,055 | 1,990 | 2,030 |
| Built-In# | 102 | 94 | 79 | 96 | 106 | 120 | 114 | 120 | 127 | 112 | 118 | 129 |
| MICROWAVE OVEN/RANGES | 3,608 | 4,422 | 4,071 | 5,933 | 9,132 | 10,883 | 12,444 | 12,610 | 10,988 | 10,598 | 10,896 | 10,318 |
| **Home Laundry - Total** | 7,727 | 7,342 | 6,746 | 7,910 | 8,733 | 9,192 | 10,009 | 10,635 | 10,791 | 10,825 | 10,681 | 10,629 |
| WASHERS - TOTAL | 4,550 | 4,365 | 4,019 | 4,616 | 5,049 | 5,279 | 5,765 | 5,998 | 6,190 | 6,252 | 6,120 | 6,090 |
| Automatic | 4,426 | 4,277 | 3,955 | 4,546 | 5,049 | 5,279 | 5,765 | 5,998 | 6,190 | 6,252 | 6,120 | 6,090 |
| Wringer & Other | 124 | 88 | 64 | 69 | | | | | | | | |
| DRYERS - TOTAL | 3,177 | 2,977 | 2,727 | 3,294 | 3,684 | 3,914 | 4,245 | 4,637 | 4,601 | 4,574 | 4,561 | 4,539 |
| Electric | 2,494 | 2,337 | 2,143 | 2,622 | 2,931 | 3,080 | 3,309 | 3,600 | 3,554 | 3,522 | 3,516 | 3,515 |
| Gas | 682 | 640 | 584 | 672 | 754 | 834 | 936 | 1,037 | 1,047 | 1,052 | 1,045 | 1,024 |
| **Kitchen Clean Up - Total** | 5,935 | 5,854 | 5,098 | 6,822 | 7,758 | 7,858 | 8,381 | 8,696 | 8,383 | 8,244 | 8,159 | 8,567 |
| DISPOSERS | 2,962 | 3,179 | 2,780 | 3,544 | 4,085 | 4,105 | 4,269 | 4,438 | 4,233 | 4,363 | 4,207 | 4,373 |
| DISHWASHERS - TOTAL | 2,738 | 2,484 | 2,170 | 3,121 | 3,491 | 3,575 | 3,918 | 4,032 | 3,907 | 3,668 | 3,716 | 3,945 |
| Built-In | 2,354 | 2,193 | 1,956 | 2,859 | 3,245 | 3,327 | 3,663 | 3,763 | 3,647 | 3,456 | 3,478 | 3,689 |
| Portable | 384 | 291 | 214 | 262 | 246 | 248 | 255 | 269 | 260 | 213 | 238 | 256 |
| COMPACTORS | 235 | 191 | 148 | 157 | 182 | 177 | 194 | 226 | 243 | 213 | 236 | 249 |
| **Food Preservation - Total** | 6,875 | 6,549 | 5,704 | 6,818 | 7,275 | 7,316 | 7,733 | 8,232 | 8,576 | 8,317 | 8,443 | 8,606 |
| REFRIGERATORS## | 5,124 | 4,944 | 4,364 | 5,477 | 5,994 | 6,081 | 6,510 | 6,972 | 7,227 | 7,099 | 7,145 | 7,254 |
| FREEZERS - TOTAL | 1,751 | 1,605 | 1,340 | 1,341 | 1,281 | 1,236 | 1,222 | 1,260 | 1,349 | 1,219 | 1,298 | 1,352 |
| Chest | 953 | 889 | 726 | 702 | 650 | 634 | 661 | 692 | 727 | 677 | 727 | 731 |
| Upright | 789 | 717 | 614 | 639 | 631 | 602 | 561 | 567 | 622 | 541 | 571 | 621 |
| **Home Comfort - Total** | 3,876 | 4,229 | 3,201 | 2,439 | 3,694 | 3,610 | 3,371 | 4,503 | 5,310 | 5,696 | 4,970 | 4,823 |
| ROOM AIR CONDITIONERS | 3,203 | 3,693 | 2,761 | 2,002 | 3,103 | 3,022 | 2,816 | 3,798 | 4,637 | 5,091 | 4,360 | 4,172 |
| DEHUMIDIFIERS | 673 | 536 | 440 | 437 | 591 | 588 | 555 | 704 | 673 | 605 | 610 | 651 |
| **All Major Appliances** | 31,869 | 31,978 | 28,051 | 34,039 | 41,176 | 43,611 | 47,012 | 49,981 | 49,297 | 48,734 | 48,171 | 48,081 |

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of August, 1989
*** Forecasts as of May, 1989
# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
## Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

2/14/90